



WEWS

ORDER

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Flight Dates 10/13/12-10/23/12

<u>Contract / Revision</u>	<u>314589</u>	/	<u>Issue 2. OH-Protect Your Vote 201</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>				<u>Estimate #</u>	2899
	10/12/12	10/12/12		<u>Alt Order #</u>	
<u>Advertiser</u>	Protect Your Vote Ohio			<u>Billing Type</u>	Cash
New till 09/09/13				<u>Order Type</u>	GENERAL
<u>Agency</u>	Strategic Media Placement			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
7669 Stagers Loop				<u>Demographic</u>	A35+
Delaware, OH 43015				<u>Rev Codes</u>	POL POL ISS
				<u>Product Codes</u>	PL
<u>Sales Office</u>	WEWSL			<u>Priority</u>	P-1
<u>Sales Region</u>	LOC			<u>Advertiser Ref</u>	
<u>Agency Ref</u>					

Primary Account Executive

WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGNN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$68,000.00	\$80,000.00	0.00	10/01/12	10/23/12	20	\$68,000.00	\$80,000.00
Totals	20	\$68,000.00	\$80,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals			
													Spots	Amount		
N 1	WEWS	10/13/12	10/23/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
				M-F 6-630p News												
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----	0	\$0.00	0.00											
Week: 10/15/12	10/21/12	MTWTF--	1	\$3,000.00	0.00											
Week: 10/22/12	10/28/12	-----	0	\$0.00	0.00											
N 2	WEWS	10/13/12	10/23/12		CM	6-630p	MTWTF--	:30	5	\$3,500.00	P-1	0.00	NM	7	\$24,500.00	



WEWS

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Contract / Revision **314589** **Flight Dates** **10/13/12-10/23/12** **Hiatus Dates**

Original Date / Revision 10/12/12/ 10/12/12 Order Sep 00:20:00

Advertiser **Protect Your Vote Ohio** **Product Issue 2. OH-Protect Your V** **Estimate #** **2899**